



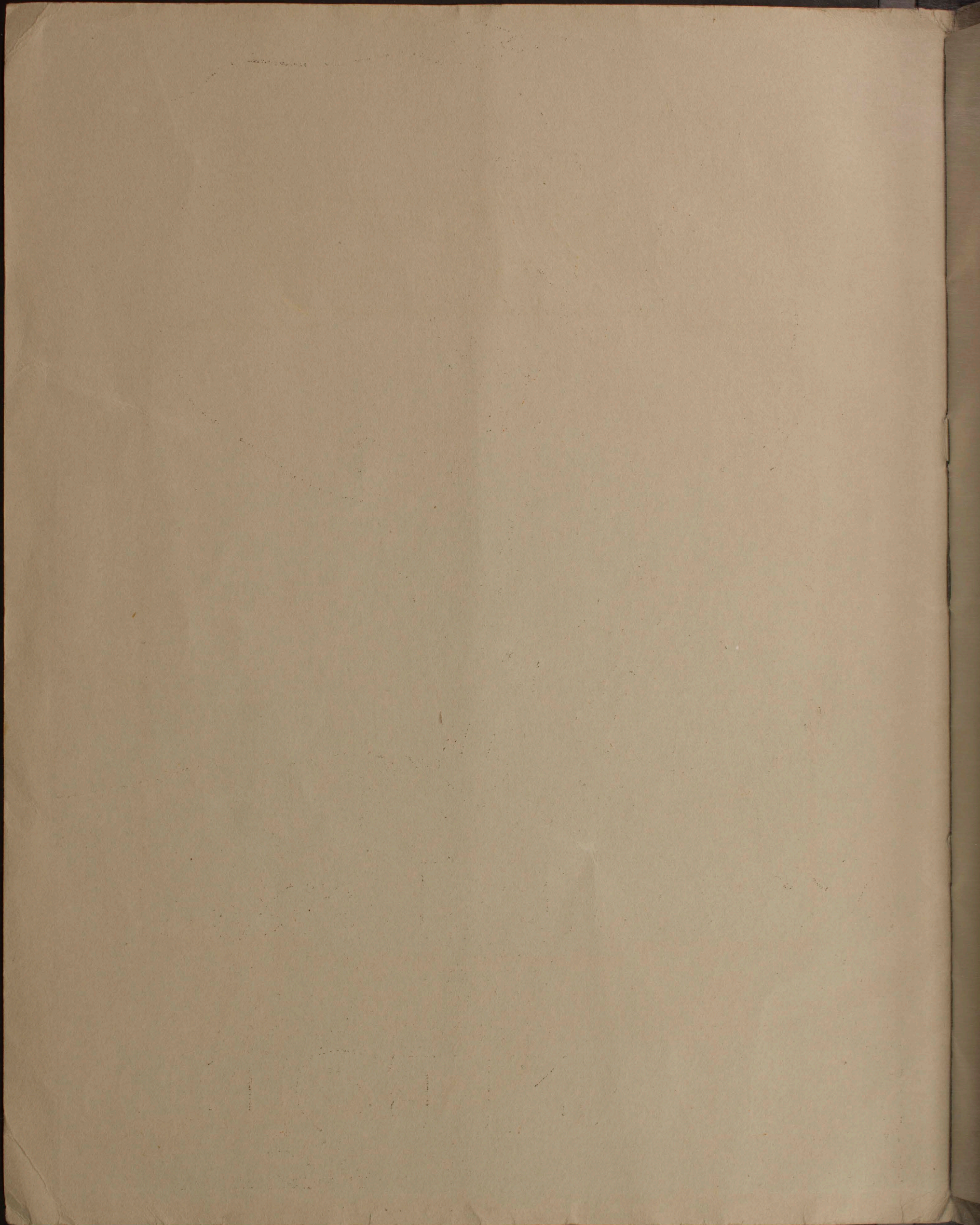
West Texas

-where prosperous towns and wide-awake merchants have replaced the picturesque cow-boy and the open range.

STAMFORD

Sixth of a Series of Trade Analyses of the Southwest's Retail Market

Compiled by Holland's Magazine, Dallas, Texas





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THE good old days are dead.

Time was when a favored son of West Texas would put bear grease in his hair, gun-oil in his "forty-some-odd," mount his favorite cayuse, and ride into town, prepared to exchange pleasantries with the bartender or shoot out the lights as the occasion demanded.

But alas, the time of straight whiskey, straight shooting, wild cattle, and wilder men is past.

The West Texas lad now dresses like a clothing advertisement, slicks back his hair with some well-known tonic, climbs into his runabout, and takes a sweet young thing to a picture show.

And the sweet young thing—say, she's expensive looking; her hair coiled over her ears, eyebrows straightened, a gown of some shimmering material that makes the poor lad gulp, and a boarding school manner—languidly correct. Yes, the old order changes.

The plains are dotted with prosperous little towns, automobiles have replaced the faithful mustang, the general store has given way to specialty shops carrying the best merchandise in America, and the moving pictures, vaudeville houses, candy kitchens and drug stores have driven the saloon before them.

Here then is the West Texas of today—rich farms, prosperous farmers, enormously swelled bank deposits, wide-awake merchants unable to supply the demand for merchandise, beautiful homes and progressive citizens.

This book is intended to represent, through Stamford, a typical town, the spirit of West Texas. It is an intimate study of the personality of the section—its potentialities and probable future; its production, its retail market, its people—how they live and what they buy.

The romance of the Old West is gone—the romance of the New West begins.

Read on—





VISITING STAMFORD

A Typical West Texas Town

YOU'LL like Stamford. It is a small town in West Texas, situated in the northeastern corner of Jones county at the intersection of the Roswell Highway and the Ozark Trail.

According to the 1910 census thirty-nine hundred people were living in Stamford—there must be forty-five hundred now, and how they work for that town! They have built a beautiful federal building and park at a cost of fifty thousand dollars, a twenty-five thousand-dollar municipal building, a handsome Carnegie Library and a country club on the outskirts of town.

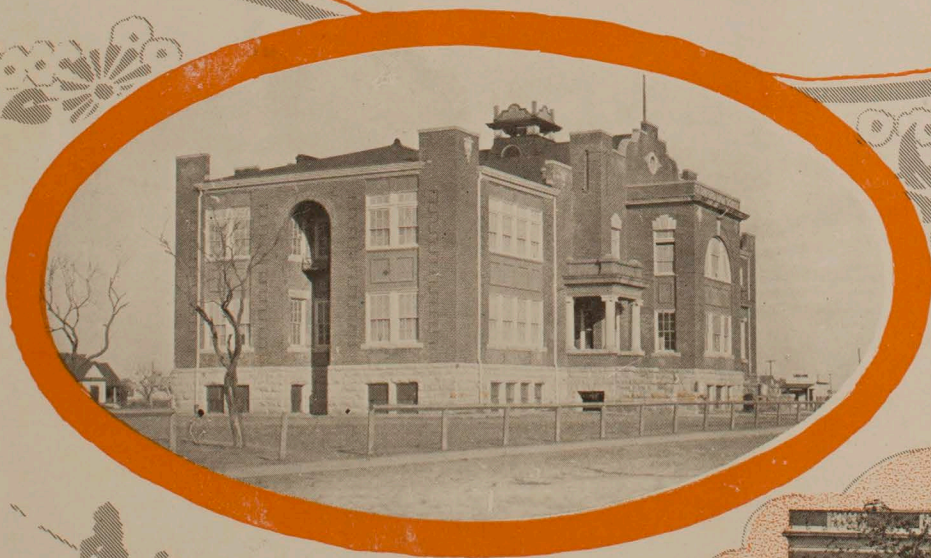
The people are forward looking in this little city. A hustling Chamber of Commerce has been operating for a long time and a Rotary Club has just been organized. The business section is composed of brick buildings, the streets are all paved down town, and the proprietors of the different establishments are not simply storekeepers—they are wide-awake merchants.

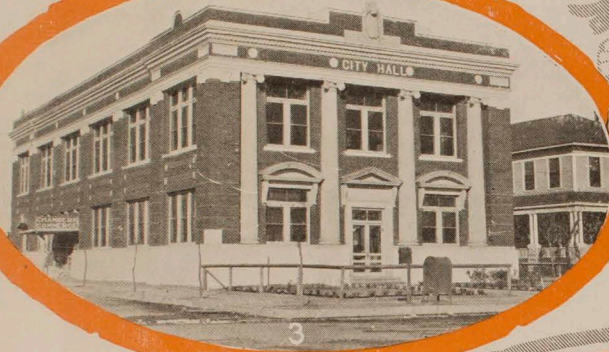
Young West Texans, upon whom the future of Stamford depends, are being taught to be more progressive even than their parents. There are three school buildings in Stamford—two grade schools and a high school. One hundred and forty are enrolled in the high school, three hundred in the grade school.

These schools are as well equipped as the institutions of any large city. They have well-lighted and ventilated rooms, big auditoriums, well-stocked libraries, and large playgrounds. About twelve students leave the high school for college every year.

But Stamford was not always so wealthy and so modern. Let's take a look at the next page and see how it grew up.

Public Buildings of Stamford





Public Buildings of Stamford

The Growth of Stamford

STAMFORD was born when Bob Penick and Ed Hughes hauled lumber from Abilene, a nearby town, and built the Penick-Hughes Hardware and Furniture Store. The next man that came in that direction bought a bill of goods from the new firm. These pioneering merchants then brought a house over the road from Anson, Texas, started the Bank of Stamford, and were doing business when the railroad came.

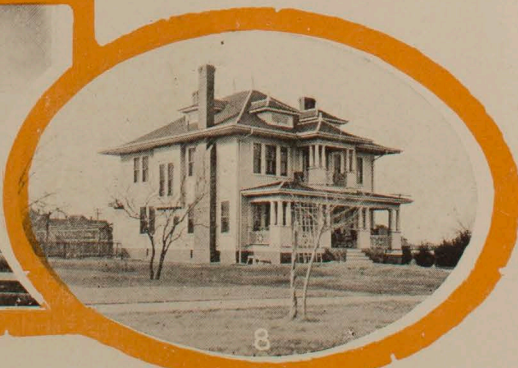
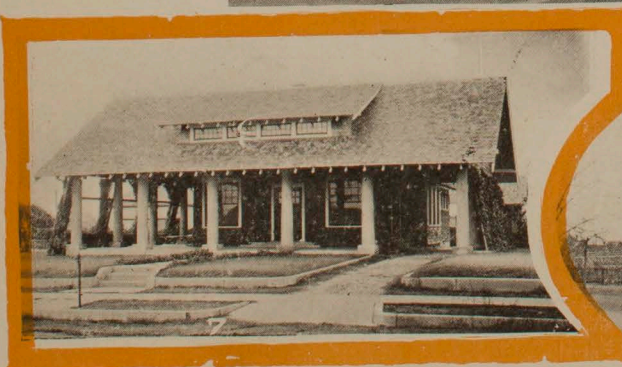
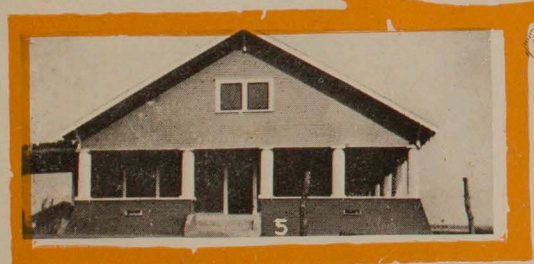
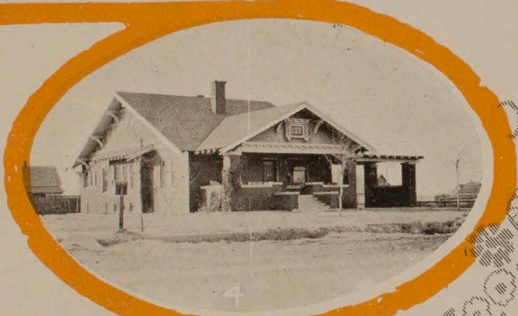
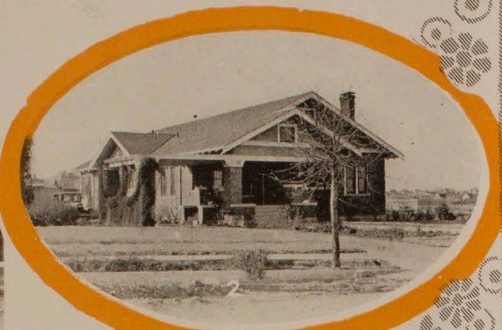
This Bank of Stamford was founded in January, 1900. Land was then selling for about two dollars an acre. STAMFORD GREW FROM NOTHING TO A TOWN OF THREE THOUSAND IN THE NEXT YEAR AND LAND NOW SELLS FOR FROM FORTY TO SEVENTY-TWO DOLLARS AN ACRE. The Penick-Hughes Hardware and Furniture Store now does a combined wholesale and retail business of a million dollars yearly, and the Wichita Valley Railroad has a roundhouse in Stamford.

A wonderful growth from what was just a wide place in the road a few years ago, isn't it? But Stamford is just started. Just to give you an idea of how they do things in Stamford take the matter of water supply.

The citizens were not satisfied with the water supply, so they voted four hundred and forty thousand dollars to improve it. They bought a beautiful park and lake eighteen miles from Stamford. The lake will impound twenty-five million cubic feet of water and this plentiful supply will be piped into the town.

But that's not the big thing. They have built a bathing beach on this lake and are going to make the place a summer resort with summer hotels, country clubs, pavilions and bath houses. It will be the only amusement center of its kind in the western part of the state.

People that plan and build ambitious projects of this sort should know how to live well as individuals. We'll visit the residence section of Stamford and see for ourselves.



Calling on Mrs. Housewife

SELECTING names at random from the HOLLAND subscribers in Stamford, we start on our visit to the residence section.

As each lady conducts us through her house we are most forcibly impressed with the "home-like" atmosphere of the place. "Here," we say to ourselves, "is a genuine American home—this is not simply a boarding house for the family as is so often the case in large cities."

We see the tinted walls—hardwood floors—well-filled bookcases—leather-covered furniture—the open fireplace—the piano and the talking machine and we can picture the quiet, comfortable life the people live.

There in the big living room Father and Mother read in the evening; little Willie, with both elbows on the dining-room table, is struggling through his school work; daughter is practicing scales on the piano, and the cat is curled in front of the fire, dreaming of fat mice and good hunting.

It is difficult to describe the atmosphere of a real home—it is too complex, too intangible, but everyone who has visited in a small town of the Southwest will know just what we mean.

Someone has said, "Home makes the man." This should be taken a step further and read, "Woman makes the home that makes the man."

So in our capacity as "friendly investigators," we will try to get our information first-hand from Mrs. Housewife. She has in every sense created the home and with a firm hold on the purse-strings, spends about ninety per cent of the "old man's" earnings.

On the next page is a list of the products Mrs. Housewife told us she used.

Typical Homes of Stamford, Texas

A Survey of Articles Found in the Homes We Visited

WE visited ten homes in Stamford. These homes were not picked because they were in any way pretentious, but were selected at random from the list of HOLLAND'S subscribers in the town.

The following survey shows what we found. It is not presented as a complete list of articles used in the homes of Stamford, but simply represents the class of merchandise that Mrs. Housewife buys for her home in a typical West Texas town.

Automobiles

Dodge
Hudson
Oakland
Buick
Overland
Studebaker
Saxon
Ford

Lawnmowers

Eclipse
Keen Kutter
Dill & McGuire
Gold Medal
W. & B.

Kitchen Cabinets

Hoosier
McDougal
Sellers
Wilson

Ice Cream Freezers

Snow Ball
White Mountain
Quick Freeze
Lightning
Richmond Cedar Co.'s
Polar Bear
Duplex
Arctic

Aluminum Ware

Wearever
Royal

Silverware

Roger's 1847
Sterling
Community
Tiffany
Universal
Holmes & Edwards

Heating Stoves

Wetter
Charter Oak
Bridge Beach
Round Oak
Beckwith
Cole's
Indiana
Radiant Home
Furnace

Cook Stoves

New Perfection
General Electric
Garland
Majestic
Clark's Jewel
Bridge Beach
Famous Darling
Mohawk

Fireless Cookers

Perfection
Caloric
Duplex
Rapid

Refrigerators

Siberia
Gurney
Northland
Leonard
White Mountain
Blue Norther
Herrick

Electric Cleaners

Regina
Hoover
Eureka

Washing Machines

Sunshine
Eden

Electric Conveniences

Cook stove
Toaster
Cream Whipper
Fan
Sewing Machine
Percolator
Iron

Talking Machines

Columbia
Victrola
Edison
Aeolian
Silvertone

Pianos

Harlington
Steinway
Starr
Schaaaf
Cable
Wheelock
Windsor
Schiller
Walworth
Hamilton

Rugs

Axminster
Wilton
Biglow
Congoleum
Deltex

Alarm Clocks

Big Ben
Bingo
Westclox
America
White Swan
Baby Ben

Mattresses

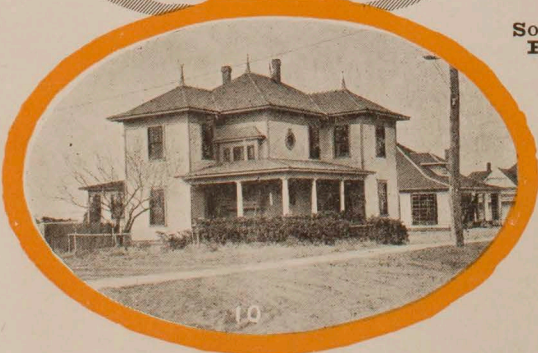
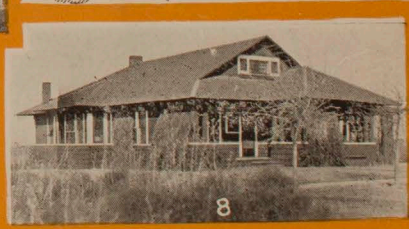
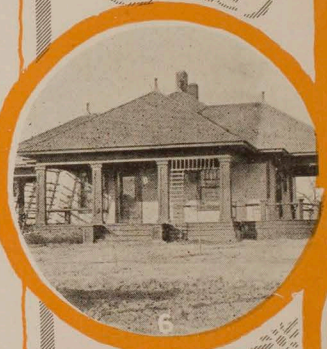
Sanidown
Sealy
Hule

Beds

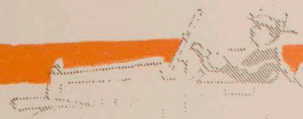
Simmons
Vermis Marten
Banta

Polish

O'Cedar
Jap a lac
Waxit
Wizard



Some of the Homes Found in Stamford



The Buying Power of Stamford

We have wandered around getting the atmosphere of the place, sizing up Stamford in general and seeing how the people live—let's get down to cases now and talk buying power and business.

The year 1920 finds West Texas in the best condition in the history of that section. There is an unprecedented era of prosperity. The grazing facilities are the greatest in history and the grain sorghum crop and the cotton crop surpass anything known before in value and quantity.

The small grain crop alone will pay off the indebtedness of the farmer and the cotton will be a surplus. As a result the farmer has paid all his obligations, the merchants have their accounts clear and are selling in advance of deliveries, the bank deposits are swelled enormously and everybody in West Texas is exclaiming, "Aint nature grand!"

Consider Stamford. There are approximately twenty thousand acres in cotton and twenty thousand acres in grain contributory to Stamford.

The average yield of cotton has been exceptionally high in West Texas—about one half to the acre. Upon a most conservative estimate, one half bale of cotton will bring seventy-five dollars after the cost of picking and applying the cost of the seed.

With twenty thousand acres in cotton directly contributing to Stamford this means ONE MILLION AND HALF DOLLARS of new wealth in the Stamford territory.

In addition the twenty thousand acres in grain are yielding fifteen bushels of wheat to the acre and a ton and a half of maize to the acre. Then there is also a fine crop of corn, oats, peanuts, etc.

The peanut industry is not to be passed over lightly. There is an ever increasing crop of peanuts in West Texas, for which there is an enormous market. Proctor & Gamble are put-

ting up a big plant in Dallas for the extraction of nut and vegetable oils, making a market right at home. Jones county, in which Stamford is situated, shipped eighty cars of peanuts last year.

And now we come to the business for which West Texas has always been famous—the cattle business. The well known Swenson Ranch—the only ranch in the world doing a mail order business, has its headquarters in Stamford. This ranch ships eight thousand to ten thousand cattle a year to the corn belt. The calf crop averages twelve thousand a year. Mr. F. S. Hastings, manager of this ranch, and a nationally recognized authority in the cattle business, says that grazing facilities in West Texas are the greatest in the history of the section.

Mr. R. V. Colbert, a prominent banker in Stamford, has a ranch just out of town on which he raises nothing but thoroughbred cattle. One cow off of the Colbert ranch sold for \$3,350 in Kansas City and another for \$2,400. Mr. Colbert topped the Kansas City market in 1914.

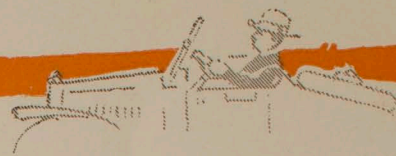
You see buying power, don't you—new wealth right off the land, ready to be exchanged for merchandise of all kinds?

The general prosperity has reflected itself in the bank deposits of Stamford. In 1918 bank deposits were \$550,000. At the beginning of 1920 Stamford has over THREE MILLION DOLLARS IN BANK DEPOSITS.

Look across at the next page and see where and how this money is spent in Stamford.



A Stamford Street Scene



The Retail Market

We can't give a detailed account of every business in Stamford—we'd like to, but you haven't got the time. The best way to get an idea of the stores is to walk around and take a look at the window displays. If the windows are attractive we'll go in.

BAKER-BRYANT CO.—This store certainly has attractive windows. There are Ely Walker Shirts, Hanan Shoes, and Hart, Schaffner & Marx Clothes, all tastefully arranged. The Baker-Bryant Co. is a West Texas institution. They have a chain of ten stores operating in this territory. Mr. Bryant of this concern said, "The farmers of West Texas are more prosperous this year than they have ever been before. Mr. Pratt, manager of the clothing department said, "The only trouble is in getting enough good merchandise of well known makes. Our customers know what they want." Mr. Pratt has an agency for M. Born & Co. and he took orders for three suits the morning we were there.

PETE'S CANDY KITCHEN—As we pass Pete's place there is such a refreshing display of Circle A gingerale in the window that we go in and have a drink. This confectionery is spotlessly clean, the clerks are attentive and courteous, and the store does a thriving business. If you live in the north you don't know what a cool confectionery means to the perspiring Southerner.

DOBYN'S JEWELRY STORE—This is one of the most attractive stores in Stamford. The show cases are really beautiful and the store is luxuriously furnished. Mr. Dobyns told us that he drew trade from twenty miles around Stamford. The general prosperity has evidenced itself in his business. He is selling La Tosca Pearls—fine silver, etc., and the demand is large. He also told us that his customers ask for merchandise they know. For instance every one calls for Krementz collar buttons and cuff links by name.

S. L. FLEMING GROCERY CO.—In one window of this store there was an inviting display of Karo Syrup, in the other window C. E. Morse & Co. Seeds were featured. Frankly, we have never seen a more attractive grocery store than this. Mr. Fleming is a really progressive merchant. When we went in he had just received shipment of an adding machine. He told us he wanted to handle only well known brands of goods.

BUNKLEY DRUG STORE—In the windows of this store there was an attractive display of Carters Ink—Wahl Tempoint Pen and the Eversharp Pencil. The store was crowded when we went in, the soda fountain was doing a rushing business and several ladies were buying toilet articles.

LARCHE GROCERY CO.—In the windows of this store were displayed—Karo Syrup, Argo Starch, Mary Jane Syrup, Kingsford Corn Starch, Pindapan Peanut Shortening and Mazola Salad and Cooking Oil. Mr. Larche is doing a large

volume of business and is a firm believer in advertised merchandise. As he expressed it: "It takes less time to sell."

CENTRAL WEST DRUG STORE—The windows of this store featured Eberhard Faber Pencils and Pen Holders and Stafford's and Carter's Inks. Mrs. Donaldson, the proprietor of this attractive store said that in the sale of toilet articles—face powder, perfume, face cream, rouge, etc., the higher priced brands were the best sellers. She said that women imitated one another and that the well known, expensive, toilet articles were much in demand.

McDANIELS DRY GOODS CO.—In the window of this store there was a lovely display of Gage Hats. Mr. McDaniels said that his income tax was all that was worrying him, and from the crowded condition of his store we can well believe him. Mr. McDaniels was using moving picture slides to advertise the well known brands he handles.

MRS. E. C. HOOD—LADIES' READY TO WEAR—Mitchell Dresses and Gossard Corsets were displayed in the windows of this store. This is a real feminine shop where timid men are not wanted. While we were standing there a young lady bought a bill of goods, the price of which made the bachelor in the party glad he was not married. Mrs. Hood says that she can handle only high grade merchandise for her customers.

ORR'S MEN'S FURNISHING STORE—Arrow Collars and Stetson Hats were featured in the windows of this up to date haberdashery. This is a regular man's shop carrying the best merchandise in America.

BARROW FURNITURE CO.—The windows of this store are the most attractive in Stamford. One window features Armstrong's Linoleum, another the Hoosier Kitchen Cabinet and in the third window is a wonderfully well arranged Columbia Talking Machine display. There may be larger Furniture stores than this one but there are none better.

PENICK-HUGHES HARDWARE & FURNITURE CO.—This is the store that figured so largely in the development of Stamford. In the windows were displayed Universal Percolator, Universal Vacuum Bottle, Mirro Aluminum Ware, Chinamel Furniture Polish, Victor Talking Machines, and Remington Shells and Guns. Mr. Penick said, "We furnish them from the cradle to the grave—baby buggies to caskets."

If you want a detailed account of just what is sold in the stores of Stamford, turn this page and keep turning.



Section of Stamford's Business District



Hardware and Furniture Stores, Lumber Yards and Garages

The stock carried by the dealers in a town reflects the buying desires and the paying capacity of the people in the town. The list below was compiled from the stock the dealers carried at the time we investigated Stamford. There are three hardware stores, two furniture stores, two lumber yards and seven garages in Stamford. Read the list. It speaks for itself.

Aluminum

Wearever
Universal
Mirro
Great Northern

Ammunition

Remington
Peters

Automobile Accessories

New Departure Bearings
Humboldt
Buckeye
Lyon Bumpers
Johnson's Radiator
Cement
Weed Chains
Rid-O-Skid Chains
Whitney's Cleaner
Marbello Cleaner
Noble's Polish
Blue Ribbon Polish
Invincible Tire Cover
Gordon Tire Cover
Goodyear Lace-on
Boot

Diamond Tire Sleeves
Columbia Dry Cells
Vulco Cord—Fan Belt
Johnson's Freeze-
Proof

Universal Transmission Lining
General Blowout
Patch

Goodyear Rim-Cut
Patch

C-O-T Patch
Keystone Patch
Liberty Patch
Airtite Patch

McCord's Patch
Cactus Patch
Johnston's Patch
Moco Monkey Grip
Patch

Goodrich Blowout
Patch

Golden Rod Pump
Red Wonder Pump
Champion Spark Plug
Fisk Tires
Federal Tires

U. S. Tires

Goodyear Tires
Victor Tires
Vacuum Cup Tires
Pennsylvania Tires
Diamond Tires
Kelly Springfield
Tires

Goodrich Tires
Miller Tires
3 in 1 Screw Driver
Badger Jack
Norwesco Top Dress-
ing

Peerless Top Dressing
Fisk Auto Tubes
Federal Tubes
Pennsylvania Tubes
Goodyear Tubes
Keystone Tubes
Howe Red Tubes
U. S. Tubes

Baby Buggies

Sidway
Sturgis

Bathroom Fixtures

Universal

Beds

Simmons

Bookcases

Globe-Wernicke
Gunn

Building Material

Stamford Brick
Stanley
Reading Wood
Screws
Ives
Miller Locks
Yale Locks
Towne Locks

Cedar Chests

Roose Mfg. Co.

Cement

Texas
Trinity

Churn

Dazey

Clocks

New Haven Alarm
Big Ben

Cooking Utensils

Savory Seamless
Roaster
Guernsey Cooking
Ware
Nesco Enamelware
American Quality
Ware
Pyrex
L & G Enamel-
ware
Royal Blue Enamel-
ware
Simmons' Enamel-
ware

Curtain Rods

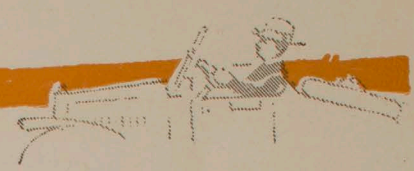
Krisch

Cut Glass

James



Interior Penick & Hughes



Electric Conveniences

Universal Percolators
McKinnon Adaptable
Lamps
Dover Irons
Hoover Suction
Sweeper
Domestic Iron
Universal Iron

Fire Extinguisher

Pyrene

Fishing Parapuanalia

Heddon's Dowagiac
Pennell Fishing Reels
Rangeley Line
Uncle Sam Line
Cinco Braided Line

Flashlights

French Flasher
Everready

Floor Coverings

Congoleum
Armstrong's Linoleum
um
Cook's Linoleum
Nairn's Linoleum
Kapawa Rugs
Cherokee Rugs
Deltex Rugs
Wilton Rugs
Axminster Rugs

Floor Wax

Johnson's

Food Choppers

Enterprise

Fruit Jars

Mason
Economy

Furniture

Phoenix Rockers
Volker Tea Carts

Guns

Iver Johnson
Stevens Rifles
Remington

Ice Cream Freezers

Simmons
Double Quick

Kitchen Cabinets

Hoosier

Lights

Mazda
Tung-Sol

Lime

Lustin
Dittlinger

Mattresses

Sanidown

Mops

Wizard

Oil

Texaco
Magnolia
3 in 1
Veedol

Paint Brushes

Bay State

Paints and Varnishes

Sherwin-Williams
Patton's
Pitcairn
Berry Bros.
De Voe's
Crescent

Pocket Knives

Ellenville

Polish—Floor

O-Cedar
Wizard
Texaco

Polish—Stove

E Z

Razors

Gillette
Ender's

Refrigerators

Rhineland
Sangray
Northland

Roofing

Texaco
Certainteed

Screen Wire

Apex



Exterior Penick & Hughes

Sewing Machines

Free
White

Shade Rollers

Hartshorne

Shade—Porch

Aeroshades

Shade—Window

Grenlin

Sporting Goods

Spalding
Tryon

Stoves

New Perfection
Wetter
Bridge-Beach
Majestic
Indiana

Tableware

Wm. Rogers & Son
Universal

Talking Machines

Victor
Columbia
Edison

Tinware

Nesco
L & G

Tools

Acme Hammers
Maydole Hammers
Disston Saws
Stillson Wrenches
Simmons Cross Cut
Saw

Toys

Velocipedes
Croquet Sets
Erector Sets

Vacuum Bottles

Universal

Wall Board

Cornell
Beaver

Wall Tint

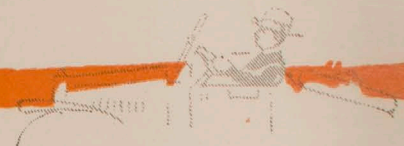
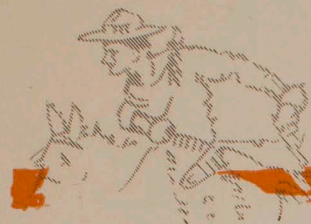
De Voe's Calcamine

Washing Machines

All Metal

Watches

Leonard



Groceries

Stamford is a great distributing center for groceries. There are five wholesale groceries in the town doing a combined business of over four million dollars yearly. The seven retail groceries carry an excellent stock for Mrs. Housewife to choose from. Here's the list:

Apple Butter

Libby's
White Swan
Beechnut

Axle Grease

Magnolene

Baked Beans

Brown Beauty
Wapco
Heinz

Baking Powder

Dr. Price's
K. C.
Rumford
Jack Frost
Calumet
Ryzon
Rough Rider

Beverages

Welch's Grape Juice
White Swan Grape Juice
American Maid Grape
Juice
Colonial Fruit Punch
Circle A. Gingerale

Bluing

Snowwhite
Star
Keystone
White Swan

Breakfast Foods

Shredded Wheat
Puritan Rolled Oats
Post Toasties
Grape Nuts
Cream of Wheat
Quaker Oats
Quaker Puffed Wheat
Washington Crisps
Armour's Oats
Purity Oats
Kellogg's Toasted Corn
Flakes
Quaker Puffed Rice
Quaker Grits
Kellogg's Bran
Washington Crisps
Quaker Pearl Barley

Cakes and Crackers

Sunshine
Brown's

Catsup

Armour's
Burt Olney's
Beechnut
Del Monte
White Swan
Hyman's
Libby's
Heinz

Chile—Canned

Gebhardt's
Armour's
Simon Levy
Delgado

Chile—Powder

Dove
Gebhardt's
Eagle
French

Cheese—Canned

Elkhorn

Chewing Gum

Juicy Fruit
Spearmint
Doublemint
Dentyne
Kiss-Me
Teeters
Mellomint
California Fruit

Chocolate

Justice
Hershey's
Walter Baker's
Lowney's

Cleansers and Washing Powders

Gold Dust
Borax Washing Com-
pound
Bon Ami
Lux
Pearline
Sopade
Lighthouse
Golden Rod
Magic Washing Stick
Old Dutch
Sapolio
Rub-No-More
Star Naptha
Sunbrite

Clothes Pins

Moore's

Cocoa

Hershey's

Cocoanut

Dunham's
Dromedary
Franklin Baker
White Swan

Coffee

Arbuckles
St. Charles
Maxwell House
White Swan
French Market
Cook's Pride
Breakfast Delight

Wapco

Chase & Sanborn's
McLaughlin's
Crusade
Manor House
Son-I-Baker
Helen Lawton
T & T
Coat of Arms
Folger's
Barrington Hall

Coffee Substitutes

Postum

Confections

Woodward's Stick Candy
Angelus Marshmallows
Beechnut Mints
Cracker Jack

Dates

Dromedary Package
Dates
Dromedary Stuffed Dates

Desserts

Jello
Forbe's Pearl Barley
Pudding
Minute Tapioca
Jiffy Jell
Knox's Gelatine
Forbe's Tapioca

Disinfectants

Sani-Flush

Fish and Oysters

White Swan Shrimp
Vanco Tuna
Tryet Salmon
Curtis Tuna
Red Boy Salmon
Concho Oysters
California Sardines
Bar Harbor Sardines
B & B Clams
Burnham & Morrill
Fish Flakes
Dendalworth Salmon
Triple M. Salmon
Dunbar's Shrimp
Curtis Tuna
Beeves & Day Oysters
Libby's Salmon
Jap Salmon
Klawack Salmon
Penobscott Sardines
Panama Sardines
Hero Salmon
Underwood's Sardines
Wico Tuna
Nautical Salmon

Flavoring Extracts

Bee Brand
We-li-ka

Forbes

Frank's
Dove
Price's
Folger's
French's
Sauer's
Burnet's

Flour

Monarch
Light Crust
American Beauty Flour

Flour—Pancake

Armour's

Fruits and Berries—Canned

Libby's
White Banner
Happy Vale
Del Monte
C F C A
Armour's
Hawaiian Pineapple
Bann Company
Union Brand
Palmetto Brand
Concho
Lawton
Tea Garden
Griffon
Brookdale
Fig-nuts
White Swan

Fruit—Dried

Sun Maid Raisins
Kup-ful Canned Raisins

Fruit Jars

Dry Everseal

Fruit Jar Rubbers

Duchess

Hominy

Van Camp's
Rider's
Dairy Maid
Falls City
Old Mammy's
Houglan's

Honey

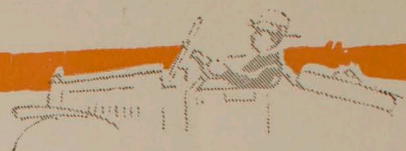
Air Line
Lone Star

Insecticides

Tangle Foot
Hofstra

Kraut

Rider's
Geneva
Burt Olney's
Houglan's
Van Camp's
Wapco
Seneca
Libby's



Lye

Babbitt's
Swiss
Eagle
Rex
American
Giant

Macaroni

Tri-State
Comet
Skinner's
Golden Age

Marshmallow Cream

Hipolite
Rosebud

Meats

Armour's
Holly
Libby's
Beechnut
Swift's Sliced Bacon
Morris
Red Crown
Underwood

Milk—Condensed

Eagle

Milk—Evaporated

Borden's
Armour's
Libby's
Carnation

Mince Meats

White Swan
Blue Ribbon
Golden Guinea

Olives

Libby's
Curtis
Lippincotts
White Swan
Price Booker

Peanut Butter

French's
La Crane's
Pecan Valley
Beechnut
Heinz
Sky Line
Wapco
White Swan
Eagle
Dove

Pickles

Port
Hyman's
Heinz
Wapco
California Home
Mission
Libby's

Polish—Floor

O-Cedar

Polish—Shoe

Shinola
2 in 1
Jet Oil
Gilt Edge
Baby Elite
A A Brown

Pork and Beans

Campbell's
Beechnut
White Swan
Van Camp's
Heinz
Snider's
Altex
Morris
B & M

Preserves and Jellies

Armour's
White Swan
Van Camp's
Campbell's
Lippincott's
Bliss
Friedsam
Beechnut
Curtis
Welch's Grapelade
Tea Garden
Sun-Sweet
Delmaco
Sphinx

Relishes

Friedsams Chow Chow
Libby's
Heinz
Forbe's
Helmet
Gebhardt
McIlhenny
Lea & Perrins
Dove
Hyman's Pepper Sauce
Snider's Chili Sauce
Renown
Rosebud
Frank's
Port

Rice

Comet

Salad Dressings

Libby's
Durkee's
French's
Yacht Club

Salt

Diamond Crystal
Lily
Shaker Salt
Cary-ized Rock Salt

Shortenings

Vegetole
White Cloud
Crisco
Cottolene
Magnolia Peanut Oil
Crustene
Pindapan
Nutrola
White Swan
Wesson Oil
Snowdrift
Purity

Soap—Laundry

Joy
Palm Beach
Clairette

Goblin

Crystal White
Swift's
Cleaneasy
P & G Naptha
Cotton Boll
Trilby
Creme White

Soap—Toilet

Fairy
Lava
Olive Cream
Graham's Castile
Cocoanut Oil
Palm Olive
Peet's Peroxide
Grandpa's Wonder
Ivory
Wild Rose
Creme Oil
Wild Rose

Soup

Campbell's
Armour's
White Swan
Van Camp's
Heinz

Spices

Franklin MacVeagh
Dove
White Swan
McCormick's
French's
Folger's
Durkee's
Forbe's

Starch

Ivory
Calumet
Faultless
Celluloid
Argo

Starch—Corn

Argo
Kingsford's

Sugar

Domino

Syrup

Farmer Jones
Old Manse
Orange Top
Silver Jug
Karo
Mary Jane
Helmet
Crockett & Weil's
Brer Rabbit
Big Chief
Jim Dandy
Diamond D
Koo Koo
White Swan
Scudder's
Wapco Syrup
Velva
Log Cabin
Hickory
Maple Flavor
Lassie

Everybody's

King Komus
Royal
Dunbar's Airio
Domino

Tea

Tetley's
Lipton's
Golden Sun
White Swan
Ridgeways
Helen Lawton
Folger's

Vegetables—Canned

Del Monte Spinach
Van Camp's Pumpkins
Holiday Peas
Del Monte Asparagus
Geneva Peas
White Swan Peas
Blue Ridge Peas
Burt Olney's Peas
Wapco Peas
Baltimore Tomatoes
Hoosier Belle Pumpkins
Hougland's Pumpkins
Van Camp's Pumpkins
King Pharr's Potatoes
Peninsula Potatoes
Fireside Peas
Columbus Tomatoes
Del Monte Tomatoes
Gold Bar Asparagus
Van Camp's Pumpkins
Blue Star Beets
Golden Rule Tomatoes
Wapco Corn
Geneva Lima Beans
Morris Vegetables
Libby's Vegetables
Calpac Tomatoes
Clipper Corn
Golden Glow Beets
Illinois Sweet Corn
Wapco Sweet Potatoes
Gold Medal Asparagus
Griffon's Spinach
Oak Hall Tomatoes
Herford's Sugar Corn
Primrose Corn
Red Moon Tomatoes
Saracen Tomatoes
Lotus Lima Beans
Boone County Corn
Altex Vegetables

Vermicelli

Wapco
Golden Age
Comet

Vinegar

Dendalworth
Southern Fruit Products
Co's
White Swan
Heinz

Yeast

Fleishman's
Magic
Yeast Foam



Dry Goods

What are you going to wear? This is an important question in these days of soaring prices. Stamford people believe in buying merchandise of known worth so as to get the most in quality and workmanship for the money expended. There are four dry goods stores, two Ladies' Ready to Wear Shops and one Men's Furnishing Store in Stamford. Listed below are the things Stamford people will wear:

Belts

Fly Walker
Pioneer

Blankets—Crib

Monarch
Esmond

Brassieres

Kabo
Model

Buttons

Wessel
Madame Lloyd

Children's Wear

Nazareth Waists
Stork Water Proof Pants
Paristyle Children's Wear
Kupid Klothes

Clothing—Men's and Boys'

Ed V. Price

Rowenwall & Weil
Perfection Clothes
Hart Schaffner & Marx
Style-Plus
M. Born
Rosenthal

Collars

Arrow
Manhattan
Lyon
Over-The-Top
E & W
Ide
Ferguson's

Corset Covers

Aresco
Sterling

Corsets

Gossard

Kabo
Madame Grace
American Beauty
La Belle
Roberts
La Resista

Diapers

Stork

Dress Fasteners

3-More
Snap-Sure

Dress Shields

Naiad
Kleinerts

Dye

Rit

Embroidery Packages

Royal Society

Fur

Dominion Fur Co.

Garters

Brighton
Paris
Ivory
E Z
Hickory
Kabo
Nu-Way

Gloves

Hercules
Osborne
Keith
Lion
Busbee
Wells
Victor
Victoria
Duchess
Boss
American Gentleman
Hall's

American Lady
Grinnel

Gowns

Vanity
Sterling

Hats and Caps

Regal
Bloom & Koch
Peruvian Panama
Stetson
Lion
Diamond

Hosiery

Gordon
Monarch
Interwoven
Topsy
Iron Clad
Valor
Buster Brown
Pertex
Curtis
Little Daisy
Elsie
Everwear
Cadet
Bontex
Parasilk
Chapman
Betsy Ross
Dixie Girl
Dragon

Millinery

Davidson Millinery
Company
Rosenthal-Sloan
Gold Medal
Elzee
Fisk
King Bee
Gage Brothers



Mrs. E. O. Hood—Ladies' Ready to Wear

Overalls

Interurban
Mogul
Utility
Unionalls
Hawk

Polish—Floor

O-Cedar

Polish—Metal

Parrot

Polish—Shoe

Shinola
Jet Oil
Shu-White

Safety Pins

Faultless

Shirts

Manhattan
New Era
Liberty
No-Fade
Arrow
Perfecto
Ely & Walker
Chesterfield
United Shirt
Ide
Silver

Shoes

Parkwood
Real Best
Skipper
Lassie
Teddy Bear
Wyenberg
Edwin Clapp
Dorothy Dodd
Bostonia
Edwin Smith's
Village
Coronation
Crown
Homestake
Chippewa
Whitehouse
Village Boy's
Honesty

Volunteer

Sterling
Baby Elite
Comet
Keds
Fashion Plate
Goodyear Rubber
Company
Coronation Ladies
Shoes
Brown Shoe
Company's

Sleeping Garments

Brighton
Carlsbad
Ely Walker
Dr. Denton's

Sweaters

Bradley
L H & B

Textiles

Fusona Lining Silk
Domestic—Ferguson
McKinney
Domestic—Indian
Head
Voiles "Sheirtex"
Ginghams
Belding Silks

Thread

Clark's O N T
Belding's
Royal Society
Peerless Knitting
Coat's Thread
Clark's Crochet
Sansilk

Toilet Articles

Franco America
Colgate's Talcum
Jergen's Talcum
Goettinger Tooth Powder
Pebeco
Prophylactic Tooth Brush
Colgate's Dental Cream
Mavis Talcum
Woodbury's Facial Powder
William's Talcum
Mennen's Talcum
Hind's Honey and Almond



Orr Men's Furnishing Shop

Merice Perfume
White Lilac Perfume
Packer's Tar Soap

Trunks & Bags

Belber
Howard

Underwear

Cooper's
Manhattan
Sexton
Kenosha
Otis
Ivanhoe
Valor
Monarch
Porusknit
Twin-Tex
Ruben's Infant Shirts
Bear
Cumfy Cut
Fitrite
Aresco
Sterling
E-Z

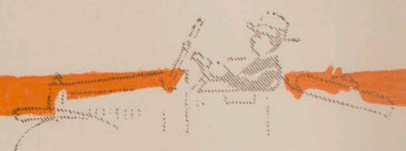
Waists

M. Schoenfield & Company
Davis Dubrock
Imperial Waist Company

Brill Dress Mfg. Co.
Stripling Jenkins

Women's Wear

P. H. Sontag
Sheurman Bros.
Cadillac Garment
Company
Dreyfus
Goldman & Rosen
Karp Bros.
Kurlander Bros.
Mitchel Bros.
S. P. Nelson Com-
pany
Monarch Dress Com-
pany
Singer Cloak & Suit
Company
Bischof-Stern &
Stern
Ely Walker
L. Herzog & Com-
pany
Marguerite Cloak &
Suit Company.
Applebaum & Stern
Meyer Reigerd &
Company.



Drug and Jewelry Stores

A drug store is a meeting place in the small town—it is the open forum where politics and politicians are “cussed” and discussed. It also is the “beauty market” for the ladies in these small towns where there are no beauty parlors. There are three drug stores in Stamford and one jewelry store. Here is what they sell.

Baby Food

Horlick's Malted
Milk
Eskay's Food
Nestle's Food
Mellins Food

Beverages

Circle A Ginger Ale
Royal Purple Grape
Juice
Bevo
La Perla
Tango
Graino

Brushes—Shaving

Kampro
Rubber-set
Set-Rite

Brushes—Tooth

Sananco
Prophylactic
Shen-no
Nyal
Acorn
Rubber-set
Keep-Clean

Cameras

Eastman Kodaks

Candy and Mints

Mulford Mints
Aromints

Quimby's Choco- lates

King's Candies
Beach's Candy
Nunnally's Candy
Hershey's Chocolate
Adolphus Choco-
lates
Liggett's Candy

Chewing Gum

Kiss Me
Spearmint
Adams
Juicy Fruit

Cleaners

Stafford's Ink Re-
mover
Cummings Cleaning
Fluid
Putnam's Dry
Cleaner
20 Mule Team Borax

Clocks

American Alarm
Praetorian Alarm
Seth Thomas
Waterbury

Dentifrice

Forhans
White's

Pebeco

Lyons
Lilly
Woodbury's
Colgate's
Listerine
Calox
Sozodont
Rubifoam
Sanitol
Euthymol
Thymo Dentaline
Palmer's
Kolynos
Peri-dent
Dr. Grave's
Anti-Pyor

Deodorants

Odo-ro-no
Non Spi

Depilatory

Del-a-tone
Velvetina

Disinfectants

B & B Fumigator
Sani-Flush
Creso Dip

Dye

Diamond
Colorite
Rit
Be Be Ko
Elkay's

Face Powder

Hudnut's
Violet
Azurea
Djer Kiss
Floramyne
Velvetina
Grecian Girl
Palmolive
Minuet
Melba
Nadine
Pozzoni's
Sanitol
Artesia
Woodbury's
Freeman's
Palmer's
Imperial Crown
LaBlache
Mavis
La Valliere
Downy Puff
Woodworth's
Luxor
Pompeian
Marvello
Marinello
Tetlow's
Fleckleater

A. Bour Jois & Cie

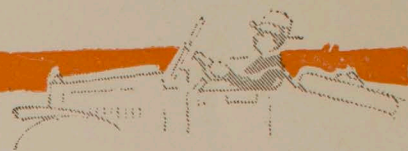
Egyptian
Kosmeo
Violet Dulce
Carmen
Mellier's
La Derma
Nadine
Jergen's
Vivadon
Armand's
Harmony
Rexall
Jardin De Rose
Imogene
La Valliere
Jonteel
Mary Garden
L. T. Piver
De Lux

Face Preparations

Colgate's Mirage
Cream
Orchid White
Woodburys Facial
Cream
Palmer's Vanishing
Cream
Hind's Honey and
Almond
Stillman's Freckle
Cream
Othine Freckle
Cream
Pond's Extract
Sempre Giovine
Rohrer's Artesia
Cream
Tan-No-More
Dagget & Rams-
dell's Cold Cream
Velvetina Freckle
Cream
Pompeian Day
Cream
Pompeian Night
Cream
Creme La Valliere
Lilly's
Marvello
Ingram's Milkweed
Nadinola
Sanitol
Stern's Peroxide
Cream
Creme Elcaya
Hudnut's Marvelous
Cream
Stillman's Freckle
Cream
Egyptian Cream
Luxor
Marvello



Dohyn's Jewelry Store



Laird's Bloom of Youth
Oriental Cream
Hobson's Almond Cream
Ballard's Oatmeal Cream
Supreme Violet Cold Cream
Hagan's Magnolia Balm
Nylotis
Palmer's
Mennen's Cream Velvetina
Snowatilla Beautifier
Almond & Cucumber
Arbutus Complexion Cream
Jonteel Combination Cream
Berry's Freckle Ointment
Euthymol Cold Cream
Sempre Giovine
Melba Cold Cream
Chamberlin's Toilet Cream
Colgate's Mirage Cream
Eptol Massage Cream

Flashlights

Daylo
French Flasher

Foot Remedies

Nyal Foot Bath Tablets
"Tiz"
Allen's Foot Ease
DeWitt's Foot Tablets
Calocide Foot Tablets
Blue Jay

Fountain Pens

Conklin
Schaeffer's
Tempoint

Hair Tonics, Dyes and Shampoos

Brownatone
Vaseline Tair Tonic
Wyeth's Sage & Sulphur
Velvetina Hair Tonic
La Creole
Ayer's Hair Vigor
Q-Ban
Danderine
Pinaud's Shampoo
Eggol
Beta Quinol
Palmolive Shampoo
Amole Tar Shampoo
Mulsified Coconut Oil
Packer's Liquid Tar Soap
La Derma Shampoo
Capillaris Hair Wash

Canthrox
Seven Sutherland Sisters
Colgate's Bandoline
Hudnut's Brilliantine
Mahdeen
Herpicide
Walnutta
Resinol

Insecticides

Hofstra
El Vampiro
Martin's Bug Killer

Manicure

Hudnut's
Melba
Luxor
Cutex
Lustr-ite
Queen Bess
Velvetina

Perfume

Willow
Regal
La Derma
La Valliere
Daybrook's
Stearn's
Imperial Crown
Solon Palmer's
Hudnut's
Monarch
Harmony
Jergen's

Polish—Floor and Furniture

O-Cedar
Liquid Veneer
Nyal's

Polish—Shoe

2 in 1
Shinola
Whittemore's
Perkin's Nu-Shine
Mahogany
Beauty
A A Brown
Bixby's

Rings

Osby & Barton

Rouge

D'Artagnan
Nadinola
Soul Kiss
Pompein Bloom
Luxor
Jardin
Luxor
Melba
Hudnut's
Violet Dulce
Rouge Fin De Paris

Salves & Ointments

Vaseline
Vick's Vaporub
Mentholum
Bluesal Vaseline
DeWitts Witch Hazel Salve

Silver

Alvin
Rockford
Sterling
Reed & Barton's
Community

Soap

William's
Armour's
Seabury's
Goodrich
Jergen's
Artesia
Woodbury's
Nadine
Cuticura
Palmer's
Packer's
Resinol
Cashmere Bouquet
Poslam
Palmolive
Velvetina
Sayman's
Littell's Sulphur
Jergen's
Colgate's
Armour's Foot Soap
Kirk's
Cuticura
Pear's

Talcum

Lazelle's
Lehn & Fink's
La Valliere
Jarden De Marie
Djer Kiss
Melba
Rigaud's
Mavis
Mennen's
Colgate's
William's
Borozin
Squibb's
Luxor
Palmer's

Jonteel
Mary Garden

Toilet Water

Lazell's
Azurea
Djer Kiss
Solon Palmer's
La Valliere
Hudnut's
Soul Kiss
Jarden De Rose
Mavis
Woodworth's
Lady Mary
La Derma
Daybrook's
Honeysuckle
Jergen's
Violet Sec
Gardenia

Vacuum Bottles

Thermos
Universal
Ferrostal

Watches & Cases

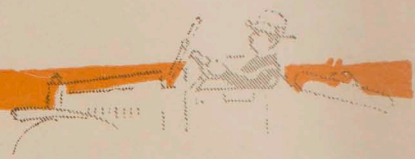
Elgin Bracelet Watch
Fahrs Case
Hamilton
Elgin
Waltham
Howard
Crown Case
B & B Case
Illinois
South Bend
Hampton
Ingersoll

Watch Chains

Simmons
Draper
Bigny



Central West Drug Store



Getting the Right Perspective

You have used binoculars—you know that in order to get proper vision you must adjust the lens to the size and distance of the thing you view.

We have tried in this book to adjust your business sight to the Southwest. We have held, close in front of you, so that you might see it in all detail, a typical Southwestern town.

The Southwest, Texas, Oklahoma, Arkansas, Louisiana, and New Mexico, has five billion dollars to spend in 1920. This money will be exchanged for merchandise in the hundreds of small towns of the Southwest like Stamford. If we have given you the right perspective you will wish to reach this market.

HOLLAND'S MAGAZINE is the medium. The builders of HOLLAND'S MAGAZINE had the right perspective. They knew that the Southwestern market was a small-town market—that 90% of the people lived in small towns and in the rural districts.

Today nearly two hundred thousand of the better homes in the small towns of the Southwest are regular-paid-in-advance subscribers to HOLLAND'S. The influence of HOLLAND'S MAGAZINE in the Southwest is a responsibility. HOLLAND'S is so closely linked with the individual community in the Southwest—its influence is so powerful in the homes throughout this section, that we must carefully edit even our advertising.

We guarantee the advertising that appears in HOLLAND'S—our people expect it. This is the price of leadership.

If you have a worthy article to sell to the home or for the personal use of any member of the family HOLLAND'S will help you to sell in the SOUTHWEST. Remember the Southwest is the richest, fastest growing section of the country and the buying power is in the small towns.

You cannot reach the buying power of the Southwest, economically and effectively through any medium or combination of media without the use of HOLLAND'S MAGAZINE.

Get the right perspective!

HOLLAND'S MAGAZINE
DALLAS, TEXAS



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